

## Media Contacts

Mark Mannon  
(714) 995-4800  
[mmannon@exemplis.com](mailto:mmannon@exemplis.com)

### SitOnIt® Seating Introduces Four New Chair Lines

*New series are aimed at Education, Hospitality, Healthcare and Corporate Settings*

**Cypress, Calif., May 12, 2009** — [SitOnIt Seating](#), a brand of [Exemplis Corp.](#), introduces four new chair lines that deliver contemporary design, full body support, diverse aesthetic options and comfortable ergonomics. The new [Focus™](#) and [Messenger™](#) chairs offer a clean design with ergonomic comfort for the desk or boardroom, while the [Volley™](#) and [Social™](#) are essential multipurpose flex and side chairs. These chair lines offer versatile and affordable choices for a wide range of education, hospitality, healthcare and corporate environments.

“Our new offerings represent a tangible shift toward higher design, while still offering the same value, customization and quick-turnaround customers have come to expect from SitOnIt Seating,” said Paul DeVries, CEO of Exemplis. “With a heightened sense of style, ergonomic features and aesthetic choices, these new lines offer something for virtually everyone.”

#### **Focus Task Chairs – Clean and Versatile**

Focus offers a broad range of design choices, including a slim-back design with multiple back style options. Customers can choose from mesh, upholstered with mesh fabric or plastic backs to meet their specific design goals. Plus, they can expand their creative choices with a variety of trusted fabric partners like Maharam, Momentum, DesignTex, Spinneybeck and Knoll Textiles.

Focus chairs feature:

- Clean lines and inherent design flexibility
- A generous back that mirrors the natural curvature of the human spine, keeping the entire back well supported
- Tight-weave mesh that provides maximum air circulation and conforms to individual back shapes—evenly distributing body weight and eliminating pressure points
- A Synchro tilt that smoothly moves the back and seat together for optimal motion and comfort and offers intuitive adjustments
- A waterfall seat relieves pressure from the back of the legs, allowing for healthy circulation

#### **Messenger Task Chairs – Contemporary and Affordable**

Messenger task chairs deliver a sleek, modern design; top-quality ergonomics; excellent fabric options; and affordable pricing.

Key features of the Messenger task chairs include:

- A smart black frame design covered with lightweight, breathable and double-layered non-stretch mesh that ensures optimal durability and long-term comfort
- A back that follows the natural curve of the spine and provides ideal support tension
- A waterfall seat that relieves pressure from the back of the legs, allowing for healthy circulation
- Swivel Tilt and Synchro Tilt with intuitive and easily accessible adjustments

“In a tough economy, organizations need to stretch every dollar without sacrificing design and comfort,” added DeVries. “With Messenger, they get an excellent value proposition at an affordable price point that helps optimize their limited budgets.”

### **Volley Flex Chairs – Simple, Stylish and Lightweight**

The Volley flex chair line offers a wide variety of options—from medium-density wire rod stackers to multipurpose mobile guest chairs and practical, functional task chairs and stools. Partners can specify one of 15 custom designed plastic colors or add an upholstered seat or upholstered seat-and-back combination for added long-term comfort. An extensive carded program gives unlimited ways to enhance any décor.

Key features of the Volley include:

- A flexing point that’s incorporated into the ergonomic design, combining unsurpassed comfort and striking aesthetics
- A back that incorporates holes, which allow air to pass through, prevent heat build-up and create a sleek design feature
- A convex back curve that’s positioned to provide healthy support and stability
- A flexing mechanism that generates motion with 14 degrees of flex, allowing the user to position the back angle for enhanced comfort and long term sitting

### **Social Side Chairs – Practical and Affordable**

Social side chairs are light in weight and big on style—making them easy to move anywhere, anytime, for increased flexibility and affordability. They feature black mesh backs with a choice of silver or black finishes. Partners can also expand their creative choices with trusted fabric partners like Maharam, Momentum, DesignTex, Spinneybeck and Knoll Textiles.

The Social series offers:

- Excellent support and a perfect fit for extended comfort
- An ergonomic back that follows the natural curve of the human body, offering firm, body-fitting support and ideal tension from the double-layered mesh
- An upholstered waterfall seat that further promotes good circulation and posture—conforming to each body naturally

All four new chair lines began shipping in April and will be shown at [NeoCon 2009](#) June 15-17, 2009 in Chicago.

SitOnIt chairs are available through a nationwide network of dealers. Information can be obtained by contacting (888) 274-8664 or [sales@sitonit.net](mailto:sales@sitonit.net).

**About Exemplis™ Corporation**

Exemplis Corp. is a leading U.S. designer, manufacturer and distributor of contract furniture for commercial, healthcare, hospitality and office markets. Its trusted brands include market share leader [SitOnIt Seating](#) and [IDEON™](#). Customer driven innovations is what led Exemplis to introduce its build-to-order business model delivering highly customized, high-quality products to our customers quickly and affordably. The company is headquartered in Cypress, California. Learn more at [www.exemplis.com](http://www.exemplis.com).

# # #